Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Famous Players In Television

Plan Studio, Program Production, Big Screen Exhibition, Etc.

The long-promised new era in theatre and home entertainment took a great step toward actuality in the minds of Canadians when John J. Fitzgibbons, CBE, president, made public the television plans of Famous Players Canadian Corp. Speaking to over 200 who attended the four-day conference of Canada's largest circuit at Niagara Falls on October 18th, Fitzgibbons revealed that his company had filed application with the government for a license to operate a television station in Toronto.

The importance of this to the development of television in Can-

Continued on Page 3)

Managers Study Many Matters

Matters of company policy, among them some of direct personal interest to the employee, came in for a thorough discussion at the three-day managers' meeting held by Famous Players at the annual conference in Niagara Falls from October

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FPCC Scholarship To Western U

Famous Players Canadian Corporation has offered a yearly scholarship in the course of journalism at Western University, London, Ontario, it was announced at the annual convention of the eastern division. It is the first offered for that field of study at the school.

The move was made at the suggestion of William Trudell, manager of the Capitol Theatre, a Famous Players' unit in London.

Scholarships in different courses may be offered to other universities on occasion.

'The Mutineers'

Adele Jergens and Jon Hall will star in Columbia's "The Mutineers."

New Odeon Unit In London, Ont.

Odeon Theatres of Canada added another key first-run to its circuit with the opening on October 22nd of its 1,456-seat theatre in London, Ontario. Located on the city's main street, in the downtown area, its opening ceremonies were regarded

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Cast In 'Champion'

Marilyn Maxwell has been signed by Screenplays, Inc., for the lead opposite Kirk Douglas in "Champion."

Directs 'Tokyo Joe'

Stuart Heisler has been signed by Santana Productions to direct the Humphrey Bogart starrer, "Tokyo Joe."

Aussies To Unify Pic Censorship

Censorship laws of the various Australian states are in the process of revision to effect unity. The purpose is to facilitate the work of the Commonwealth Censorship Board, which is comprised of a chief censor and two others, one of whom is a woman.

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FITZ BOOSTS CAN. CO-OP PROJECT

Famous Players partners, executives and personnel have pledged their whole-hearted support to the program of inducing increased tourist traffic from the USA and D. Leo Dolan, director of the government travel bureau in Ottawa, was so informed in a wire sent from the annual convention by President John J. Fitzgibbons. The tourist industry means about $250 millions and the company offered to match the support it had provided for worthy causes in the war years in order to increase it.

Fitzgibbons told the meeting about the Canadian Co-operation project of the Motion Picture Association of America. The project, designed to help the USA dollar crisis, called for information about Canada on American screens in order to spur tourist interest. Fourteen top Hollywood stars have made radio transcriptions for use on USA programs, newsclips have ap-

(Continued on Page 3)

Say Films Blameless For Juvenile Crime

Movies were completely absolved as a cause of juvenile delinquency by the Magistrates' Association of Great Britain in a 12-point memorandum to the Home Office Committee on children and the movies. The matter was considered from the standpoint of the relation between movie attendance and juvenile crime.

The statement may help create greater tolerance of movies by social welfare organizations and women's clubs. Critics of the alleged influence of certain types of movies on the juvenile mentality have acted as

Continued on Page 3)

Newfie House Opens, Ont. One In Work

A new 926-seat theatre in St. John's Newfoundland, named the Cornwall, recently opened. Policy is two shows nightly with matinees three times weekly.

At Nipigon, Ontario, work is well advanced on the 400-seat, $45,000 quonset theatre being built by N. J. Erechook and Samuel Darinoff. It will be the first in the community.

Annual Meeting Set

The Maritime Allied Exhibitors Association's annual meeting will take place at the Admiral Beatty Hotel in Saint John, NB, on November 10th.

Beaudine To Direct

William Beaudine will direct Monogram's "Tuna Clipper."

Bryan Foy's Next To Be 'Trapped'

"Trapped," a story of the biggest counterfeiting plot ever uncovered, will be the next film Bryan Foy will produce for release by Eagle Lion (Hollywood) Films. In semi-documentary form, the picture will deal with a ring that passed $20,000,000 in spurious bills and which was eventually broken up by the efforts of United States and Canadian authorities.

Selznick To Handle 'Shadow Of Time'

Selznick Releasing Organization will distribute "Shadow of Time" when the Al Rogell-Manning Post production is finished. The story is set against a Canadian background and the necessary footage was shot last spring. Rogell's last effort was "Northwest Stampede," which was shot in Calgary.

Guy Madison, a Selznick player, will have the male lead.

". . . Good production values . . . marquee garnish offered by Henried-Bennett combo . . ." — VARIETY

'HOLLOW TRIUMPH' • Paul HENRIED • Joan BENNETT

Another EAGLE LION (Hollywood) SUCCESS from INTERNATIONAL FILM DISTRIBUTORS Limited

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starring

RIN TIN TIN III

DONALD WOODS

BOBBY BLAKE

Gaylord Pendleton · Claudia Drake

Directed by Max Nosseck

Produced by William Stephens

AN EAGLE LION (Hollywood) FILM

Filmed in all the

GORGEOUS COLOR

of the Valley of the California Missions

INTERNATIONAL FILM DISTRIBUTORS LTD.

Trade Not Guilty Say Magistrates

(Continued from Page 1)

if their position was indisputable.

The following points were submitted by the council of the Magistrates' Association:

There is general agreement among psychologists that the cinema is seldom, if ever, a cause of juvenile delinquency.

Anti-social conduct arises from deeper causes than the imitation of things done on the screen.

When the cinema is blamed for a child going wrong, it will generally be found that such a child is one who would go wrong in any case.

There is no evidence from any other country that there is a relationship between the cinema and juvenile delinquency.

The cinema keeps boys out of mischief, men out of public houses, and girls from the streets.

The young are not more wicked than they were before cinemas, but cinemas are a convenient scapegoat like the penny dreadful in its day.

Investigations have never found any correlation between delinquency and attending the cinema.

Emotional unhappiness is the most potent cause of juvenile delinquency. The unhappy child is most likely to seek forgetfulness in the unreal world of the cinema.

Both delinquency and over-devotion to the cinema are an exaggerated craving for excitement and due to lack of encouragement to take up creative hobbies.

Films all possess one common feature: the criminal is brought low; virtue exalted.

If the cinema is copied, it is method rather than the criminal's aim or motive.

Cinema clubs have come to stay. Evidence shows that they vary very much from place to place. They can be an influence for good, but as they are a commercial proposition it is important that the situation be watched with care.

Actress Replaced

Angela Lansbury has been borrowed from MGM by Paramount to replace Phyllis Calvert, eliminated due to illness, in the role of Semadar in Cecil B. de Mille's "Samson and Delilah."

FOR SALE

Newly completed theatre. Most modern up-to-date equipment, doing $800 weekly business. Six miles from Vancouver.

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Famous Players Sets Big Video Program

(Continued from Page 1)

ada becomes obvious when it is understood that the company will have the benefit of Paramount experience and research, for that organization, which controls Dumont, is considered by many to be the leading one in the field. This fact, when linked with the dominant and national position of Famous Players in the Canadian theatre field, means that television, which has lagged in Canada, will make up lost time quickly.

"Television is a part of the motion picture industry," Fitzgibbons said. "It is, fundamentally, the presentation of motion pictures by a new means of projection."

Large-screen television like that of New York's Paramount will come to the Imperial, Toronto, Canada's largest theatre, as soon as possible and will follow in other Famous Players theatres. An event is recorded on standard film which can be developed, printed and exhibited to the theatre audience within 40 seconds.

"It is clear now," Fitzgibbons told the partners and personnel of the company's eastern division, "that to be commercially successful this new instrument for the transfer of ideas and entertainment must of necessity depend largely upon the use of motion picture films and on motion picture technique and experience."

Adoption of the new medium will put Famous Players back into the field of production, from which it retired when the public lost interest in presentation. The television station will likely be located at the Victoria, Toronto, built as a two-a-day vaudeville house and now showing movies. This form of activity will no doubt provide many of the opportunities for artistic development and economic support for which Canadian talent has long been crying. It may serve to keep Canadian writers, actors and technicians on this side of the border.

"We have trained producers, writers, technicians and other experts on our staff at this moment," the Famous Players head informed his listeners, "all of them not only trained in showmanship but experienced in presenting the type of entertainment Canadians want to see and hear."

This "ready-made" organization, the result of the company's 28 years in stage and screen entertainment, is bulwarked by an engineering group of technicians working under the direction of George Cuthbert, chief engineer of the company. Delegates saw two types of television machines demonstrated in the lobby of the General Brock Hotel and these had been installed by Cuthbert and his crew.

Operation of the production studios will have bearing on the spread of television, for the high costs make it necessary to confine broadcasting and projection to centres of population for the first period. Other areas will depend largely on films especially designed for television use, with events of local interest being the principal exception. Events of national interest recorded by television cameras will be placed on film for availability to all parts of Canada and to the United States.

A mobile unit will be imported for televising local events direct to local screens. Events of international interest will be relayed to Canadian screens from Buffalo, Detroit and other USA border cities.

As referred to earlier here, the leading place of Famous Players in the Canadian exhibition field and the outstanding position of Paramount, its parent company, in television means that the Dominion will advance quickly. Famous Players operates or is a partner in the operation of over 400 of Canada's best theatres and these, while they number about one-third of all in the Dominion, contain perhaps half the country's total seats and attract more than half the national gross.

Paramount, a pioneer and leader in television, operates subsidiaries in Chicago and New York and has been experimenting with a view to fitting it into regular programs.

Fitz Boosts Can. Co-op Project

(Continued from Page 1)

peared regularly and short subjects filmed in Canada have been exhibited in many theatres.

Another aspect of the project was the making of feature films with Canadian backgrounds, some of which have been completed, while others are in work. Camera crews do considerable shooting in Canada. For these purposes Hollywood studios have been provided with photographic libraries and research data.

"The Canadian Co-operation Project has made a substantial contribution to the campaign to bring tourists to Canada," Fitzgibbons said, "and its efforts will be stepped up considerably next year."

He indicated during his remarks on television that the new medium would, beside being an instrument of entertainment, be a real medium for making Canada's neighbors aware of its vast natural resources, its industrial potential and its attractions for tourists.

"We will be able to tell Canada's story in a new and effective way to our neighbors through the facilities of the networks that will ultimately become available to us through our affiliations," Fitzgibbons promised.

Walter Brennan Cast

Walter Brennan has been cast in Warners' "Task Force."

'Stagecoach Kid'

Lew Landers will direct RKO's "Stagecoach Kid," which will star Tim Holt.

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HYE BOSSIN, Managing Editor

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ERIC FELDARY — with CHANDLER · QUALEN · MacDONALD

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Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 13, No. 42 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

SHORT THROWS

National Film Board personnel has been reduced from 790 to 550 in recent months in the interest of economy, Ross McLean, commissioner of the board, said last week. Also that one employee of the board had been discharged for publicly proclaiming political partisanship.

Newfoundland won't add much to Canada's theatre taxes, since there are about 25 theatres there. It's in the St. John distribution territory but some of the houses have been served from Boston exchanges. Now that Newfoundland will become Canadian Boston shipments will probably end. Newfoundland, as a tenth province, will probably set up its own censorship board or work under arrangement with either the one in New Brunswick or Nova Scotia.

Massey Hall has pushback seats in the orchestra and the rest of the house will be reseated during the next between-seasons period. The famous Toronto auditorium was altered when the city ruled that the place, up since 1894, was now dangerous. The auditorium and stage have been much improved, for about $400,000 will be spent on the building.

Almost amazing was the display of candy and other bars and machines rigged up by Jack Fitzgibbons for Theatre Confections at the FPCC convention. Among them was a frozen-custard machine, one of which is doing capacity now in a theatre. Some realization of the importance of this new field of theatre activity can be gotten from such a show. The average exhibitor hasn't realized how he can be helped to make money.

J. Arthur Rank made an offer to buy United Artists' UK holdings, which would include 25 per cent of Odeon Theatres, but was turned down by Mary Pickford.

Alan Young, Canadian comic, will be in "Mr. Belvedere Goes to College," Fox followup of Clifton Webb's boxoffice smash, "Sitting Pretty."

'Flight Into Infinity'

"Flight Into Infinity," a story of jet aviation, will be made by Matty Kemp and Gene Raymond for Eagle Lion (Hollywood) release.

Canon City

with Scott Brady, Jeff Corey, Whit Bissell, Stanley Clements, Ray Bennett, Warden Roy Best

International Film Distributors 82 Mins.

PRISON BREAK MELODRAMA STRAIGHT FROM PAGE ONE HEADLINES PACKS TERRIFIC PUNCH AND IS ACE EXLOITATION MATERIAL; SCOTT BRADY LOOMS AS NEW STAR.

Powerful drama has been woven into this brutally realistic jailbreak yarn which has true life basis in a crashout that recently occupied newspaper headlines country-wide.

Locale is in the Colorado State Penitentiary in Canon City, with Warden Roy Best, other officials and actual convicts taking part. Story concerns a well-plotted prison break on Dec. 30, 1947. Jeff Corey heads the gang. Tries to get Scott Brady into the plot but he refuses. Robert Bice secretly hides crude guns which implicate Brady and he joins up.

Twelve convicts make the successful break after a series of dramatic incidents. In a bitter snow storm, they break up into smaller groups.

Staney Clements and Richard Irving seek quarters in the former's girl friend's house. A quick capture is made. Corey, Whit Bissell and Bice with guard enter elderly couple's home. No guns are found so Bissell and Bice seek them in the Higgins home, leaving Corey to keep tabs on guard and couple. Miss Mabel Page (wife) chances to hit Corey with hammer. Guard and Raymond Bond (husband) subdue him. Radio meantime has announced capture of four men. Posse captures Bissell, Bice is killed. Brady, Charles Russell and Henry Brandon enter Smith home but are trapped with only Brady escaping.

Two days later, hungry and frozen, Brady staggers into Bauern home, threatens them, seeking food and clothing. Their young son is taken sick. Brady, battles better judgment, allows mother to take son to the hospital. Ray Bennett is trapped on the Royal Gorge Bridge by a posse. In trying to fight it out, he loses balance, and falls to bottom of Gorge. Brady, off again, is caught and disarmed.

CAST: Scot Brady, Jeff Corey, Whit Bissell, Stanley Clements, Charles Russel, DeForest Kelley, Ralph Byrd, Warden Roy Best.

CREDITS: A Bryan Foy Production; Producer, Robert T. Kane; Director-Writer, Crane Wilbur; Commentator, Reed Hadley; Cameraman, John Alton.

DIRECTION: Excellent. PHOTOGRAPHY, Very Good.

Night Has a Thousand Eyes

with Edward G. Robinson, Gail Russell, John Lund.

Paramount 80 Mins.

STIMULATING, PROVOCATIVE DRAMA STRIKES A DIFFERENT NOTE: SHOULD PROVE ITSELF A GOOD BET FOR A LONG BOXOFFICE HAUL.

Like the Cornell Woolrich novel upon which it is based, "Night Has a Thousand Eyes" is a stimulating, thought-provoking dramatic entertainment which should do very well for itself in initial runs and then coast along for better than average boxoffice returns in follow-up engagements.

Woolrich's stuff is imaginative, inventive, well-written and plotted. He enjoys a wide following among readers of the better who-dunit works. There should be more film translations of his works.

It is Edward G. Robinson who is plunged into a series of events which he knows in advance will prove tragic and even lethal. A mentalist who plies his showbusiness trade in vaudeville, Robinson becomes aware he has super normal powers for perceiving events to come and while he tries to prevent their occurrence, he is quite helpless. In this way he loses Virginia Bruce, a partner in the act. She dies in childbirth. Gail Russell, later, is her daughter.

John Farrow's direction, which incidentally is one of his better jobs this year, tells the story of Robinson and his effort to save Miss Russell from a mortal accident—in flashback. This is after she is saved from suicide by John Lund who was forewarned by Robinson.

But death is in the cards and stars for Miss Russell and only Robinson, doubted by the police and psychiatric science, can save her. Various symbolic events transpire the night she is supposed to go to her doom. All were forecast by Robinson who is in custody.

Story becomes tense and the suspense mounts to a high point before what Robinson predicted comes to pass and he dies in saving the girl, just as he saw it in his mind's eye.

CAST: Edward G. Robinson, Gail Russell, John Lund, Virginia Bruce, William Demarest, Richard Webb, Jerome Cowan.

CREDITS: Producer, Endre Bohem; Director, John Farrow; Screenplay, Barre Lyndon, Jonathan Latimer; Based on the novel by Cornell Woolrich; Photography, John F. Seitz.

DIRECTION: Good. PHOTOGRAPHY: Good.

Cinevision Makes Shorts For Video

First Canadian company established to produce films for television use is Cinevision, head offices of which are at 556 Bathurst Street, Toronto. Operating since June, Cinevision has completed a number of colored musical shorts of three-minute length and more are in production. One of those completed features a title song, "Saskatchewan," written by Billy O'Connor of the Club Norman, Toronto.

Producer at Cinevision is William Brown-Forbes and Gordon Pringle is in charge of camera work. Forbes, president of the company is a well known journalist who has been connected with the National Film Board and the Canadian Film Weekly.

Cinevision associates are now planning a busy and varied production program. In preparation now is a series of open-end commercial films, which offer tips to housewives sub-titled "Charlie, the Cheerful Chef, says—." Since the company uses Canadian artists and technicians, its activities are the subject of an article to appear shortly in the Montreal Standard.

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MICHAEL REDGRAVE
RAYMOND MASSEY • KATINA PAXINOU
LEO GENN • KIRK DOUGLAS
in
EUGENE O'NEILL'S
"MOURNING BECOMES ELECTRA"
with NANCY COLEMAN • HENRY HULL
Produced and Directed by DUDLEY NICHOLS
RKO RADIO PICTURES
"Sustains an assault on the emotions as no other movie has ever done." —LIFE MAGAZINE
"Must be seen... A film of stature and power." —NEWSWEEK
"Will certainly stir you." —COSMOPOLITAN
"Eligible for top honors." —LIBERTY
"Represents a brave advance." —LOOK
"Recommended for good entertainment." —REDBOOK

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"MOURNING BECOMES ELECTRA"
with NANCY COLEMAN • HENRY HULL
Produced and Directed by **DUDLEY NICHOLS**

Recommended in LIFE • LOOK NEWSWEEK COSMOPOLITAN LIBERTY REDBOOK!

RKO RADIO PICTURES

Mother and Daughter Rivals in Love!

... Murder, suicide... blind hate and passionate evil cursing the proudest family on the hill!

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"Sustains an assault on the emotions as no other movie has ever done."
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"Film of stature and power... must be seen."
—*Newsweek*

"Will certainly stir you."
—*Cosmopolitan*

"Eligible for top honors."
—*Liberty Magazine*

"Represents a brave advance."
—*Look Magazine*

"Recommended for good entertainment."
—*Redbook Magazine*

RKO presents
ROSALIND RUSSELL
MICHAEL REDGRAVE
RAYMOND MASSEY • KATINA PAXINOU
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in
EUGENE O'NEILL'S
"MOURNING BECOMES ELECTRA"
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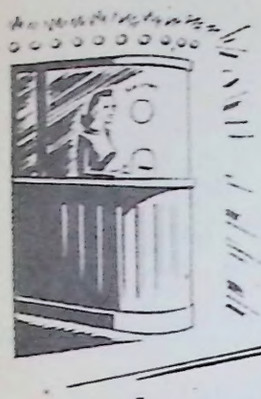
Produced and Directed by
DUDLEY NICHOLS

RKO RADIO PICTURES



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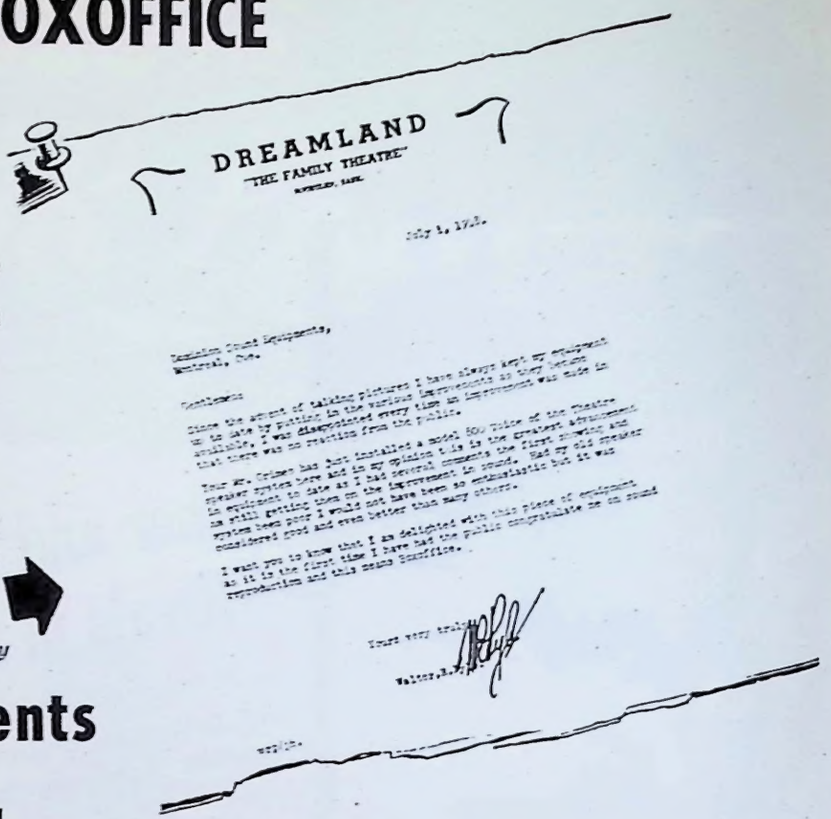

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An EAGLE-LION Release

Aussies To Unify Pic Censorship

(Continued from Page 1)

There is also an appeal censor. The board will interest Canadian distributors, who have long wondered why it is necessary to have eight censorship boards in nine Canadian provinces.

Suggestions that one censorship board representing all the provinces be established in Canada have been made in the past by journalists and others but the distributors have not come out openly for it. But there is much opinion that there is no need of paying eight censorship fees instead of one. Provincial treasurers are not expected to look kindly upon the idea of a national censorship unit.

The Australian board took on an important status when, at a Premiers' conference in 1946, it was agreed to enact uniform legislation to transfer the real authority to the Commonwealth censor. Until then the Commonwealth censor had authority over imported and exported films under the Minister of Trade and Customs.

The censorship board classifies films as "G" for General and "A" for Adult. Although it believes that it is up to parents to guide their childrens' showgoing, a proposal has been made that exhibitors help educate the former in the meaning of censorship symbols.

If the plan is adopted, exhibitors will show a slide bearing the list of classifications and symbols before the beginning of each program and during intermission.

"Horror" films were banned early this year but the term does not include underworld subjects. The board did not interfere with the exhibition of those already imported but the various states have or are creating legislation to restrict their use.

ASN Art Director Dies In Montreal

Harold Peberdy, 55, art director of Associated Screen News, passed away in Montreal recently after a severe heart attack. The seizure came as he was en route to his only son's wedding.

Peberdy came to Canada from England in 1914 and immediately joined the 75th Battalion with which unit he served throughout the war. He first became associated with the film industry when he joined Cinecraft, connecting himself with ASN in 1923. He won considerable acclaim for his animation work on instructional films for the Canadian armed services during the recent war.

They Had a Famous Time

Between the roar of the Falls and the great hub-bub of human voices from the General Brock Hotel, recent visitors to that honeymoon harbor were fenced in by two vast volumes of sound. Separating the latter type of sound into notes was an interesting job, for there was much worthwhile to hear at first and second hand.

A Famous Players convention is always a place to meet old friends and make new ones. I met a courtly and genial gentleman from Quebec City, J. A. Paquin, learned that Sam Korman has just become the father of a baby boy, exchanged greetings with Montreal's Bill Lester and observed that Jack Ward, Ed Landsborough, George Forhan and all the old-timers were fine.

Bill Lester, who used to be in the clothing business, didn't care much for Billy Summerville, Jr.'s type of dress, claiming they did not do right by his Body Not-So-Beautiful. So he hounded Billy into donning some of his own toggery instead — a Summerville in Lester's clothing. However, one swallow does not make a Summerville — foolish, Willie looked better in his own garments and made another and final quick change.

Bea McPherson of Publicity and the girls of the booking department named Bobby Meyers their "Lover Boy" on a dance program which they hung on him with ribbon. They hogged all his dances. What's that man got that I used to have? The girls were a bit fickle, however, for each wore a picture of Doug Keeley of the Soo on her badge — and the members of this fan club hadn't even met the guy.

Al Ritchie of the Bloor presented me with a whiz of a toy, the patents for which are owned by him. It's a toy atomic bomb which sails through the air and explodes a cap when it hits the ground. A million fathers who like their afternoon snooze will probably hate Al for it and a million mothers, knowing that cap pistols are dangerous to the eyes, will love him.

The dinner and dance provided many interesting incidents but the oustanding one came through the kindness of Fitz. One of the bus boys had been pressed into service as a singer, with Cliff Yonson and Syd Cohen accompanying him on the piano. The boy, 18 years old, had such an excellent voice and such good style that he made a great hit. He was rewarded with a job by Fitz, who plans to help him further his career. His name is Fred Weaver.

* * *

Typodermic Injections

Contributions to the Heart Fund totalled $1,800 and brought the amount earned through the hockey game to $19,393.25 . . . **Mrs. Marjorie Dawson** of the Children's Film Library addressed the MPTAO at the annual meeting . . . **Quite a fuss** stirring, they tell me, about the Ontario censor banning a labor film that has been distributed hereabouts for years. The Civil Liberties Union is stepping into the fight.

Irving Seigel has succeeded Selwyn Ginsler on the Toronto sales staff of Alliance . . . **Odeon Theatres** are doing some fine things for industry public relations. Recently at Trenton Dick Wareing staged a benefit show, supported by the local paper, for a little girl. And in Toronto mayors and reeves of Ontario communities, who were in convention here, were Odeon's guests.

Susan Fletcher, the CBC's movie voice from Vancouver, will make her screen debut in MGM's "The Secret Garden." Seems that she was the life of the party during a Hollywood visit and Fred Wilcox, a director, caught her as a Yorkshire dialectician. So he cast her . . . **The Variety Club** will hold a theatre evening at the Royal Alexandra Theatre on November 8th, at which time Ernest Truex and Vicki Cummings will appear in "Japhet." This is not for the Heart Fund but for the social aspect of Variety and there must be no public solicitation for support. However, barkers are expected to help fill the house with their friends, since half the gross will be donated back to us by Barker Ernie Rawley for his associates.

New Odeon Unit In London, Ont.

(Continued from Page 1)

as extremely important by the rising municipality's civic leaders. Odeon also considered the theatre's opening one of its leading events to date, for it was represented by Leonard W. Brockington, KC, known to the world as one of Canada's most distinguished citizens. Mr. Brockington, an Odeon vice-president, represented J. Arthur Rank, world head of the company, and the Hon. J. Earl Lawson, KC, its Canadian president.

Clare J. Appel, Odeon's eastern divisional manager, presided at the ceremonies and introduced the manager, Jim Hardiman. Then Mayor Wenige declared the theatre officially open and Leonard Brockington followed with a speech in which he emphasized the cultural links between Britain's and Canada's Londons, of which the new theatre was a symbol.

London is currently undergoing a theatrical boom. It has the leading Little Theatre group in Canada, with 14,000 active supporters, and is now known as a premiere town for pre-New York stage presentations. Outstanding figures of the city's theatre and newspaper life were among those present. Odeon executives also on hand were George Peters, vice-president; Harvey Hunt, chief booker; Harry Dahn, Western Ontario supervisor; Gerald Sprague, Alan Robinette and A. J. Laurie.

The theatre, which has the Odeon family resemblance but is close in appearance to Toronto's Odeon-Danforth, has its ticket-selling facilities in the inner lobby, wall to wall carpeting, woven-glass drapes and a standee wall instead of rail, thus keeping the noise out of the auditorium. It has a visual front and the Odeon name in blue with gold neon is set into the facade, with the usual upright sign eliminated.

Brazil Alters Rule On Pix Percentage

The Brazilian Central Price Control Committee has amended its regulations to provide that the average of film rentals shall not exceed 42 percent of net boxoffice receipts of the year.

Under the new text of Article 13 Order 58, the Central Price Control Commission provides that the sum of all percentage and flat rentals paid during one year by an exhibitor to each distributor for features exhibited in theatres subject to ceilings on admission prices shall not exceed, on an average, 42 percent of net boxoffice receipts of the year.

Managers Study Many Matters

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19th to 31st. John J. Fitzgibbons, president, and Morris Stein, general manager of the eastern division, presided and were assisted at the round-table discussions by the district managers. These are Dan Krendel, Jack Arthur, Bob Eves, Ray Tubman and Bob Roddick.

R. W. Bolstad, Famous Players' vice-president, outlined some of the company's employee benefits.

In 1929 a life insurance plan was established covering executives, department heads and managers. Beneficiaries receive $5,000 insurance under this plan with the premiums paid by the company. An additional $2,500 is optional upon payment of part of the extra cost by the insured. The policies also provide for total disability. Since the inception of the plan $373,500 has been paid to the dependents of theatre managers and department heads. The company is paying at present an annual premium of $31,000—the employees' share for the extra protection amounts to $8,000 annually.

More recently the company extended its protection and all head office and union employees are covered by a group plan which provided for increased protection according to length of service.

Famous Players also provides hospitalization, surgical and medical care for employees at a nominal cost, the company paying for most of the protection. At present there are 2,024 employees covered. With their dependents the number receiving this protection is in excess of 4,000.

"There have been 1,282 claims under the hospitalization plan," Mr. Bolstad stated, "and these have amounted to $114,000. Famous Players' managers last year received $125,000 in the form of bonuses under the Managers' Sharing Plan," Mr. Bolstad said.

A feature of the conference was an elaborate display of confections and equipment arranged by J. J. Fitzgibbons, Jr., head of Theatre Confections Ltd.

During the meetings discussions were led by R. W. Bolstad, Morris Stein, J. J. Fitzgibbons, Jr., James R. Nairn, James Stevenson and Ben Geldsaler. Under discussion were such important subjects as service and personnel, advertising and public relations, confections, accounting, children's shows, booking, operation, sale of book tickets and others.

ECHOES and REFLECTIONS

Hollywood Complains About Candy

(Recently Sidney Skolsky, syndicated movie columnist and producer of "The Jolson Story," let his readers in on the effect of candy on the business life of a theatre manager.)

The theatre managers aren't giving the attention that they should to the exploitation of pictures. They are too busy selling candy, popcorn and other refreshments.

A theatre manager used to be interested in putting a picture over and he was proud if his work resulted in an extended run for the film. One manager tried to outgross another with the identical picture. That used to be his job. He is now in the candy business.

He doesn't strive to have the same picture in his theatre for weeks. In fact, he prefers a different picture weekly, for with a quick turnover of films, the candy business will be better. There are statistics to prove this.

The theatre manager is more concerned about selling candy than about pictures because there is more money in it for him. A manager doesn't get paid extra if he puts over a picture, but he collects on the amount of candy, popcorn, ice cream and soft drinks that he sells. The manager is in on a commission basis and gets four and a half percent on every gross of merchandise he sells. Therefore, if the manager does a candy business of a thousand dollars he gets forty-five dollars commission in addition to his regular salary.

The manager is in complete charge of the candy counter in his theatre. He goes to the warehouse and picks up the candy himself. The circuit theatres, such as Fox-West Coast and Loew's, have their own warehouses, for they purchase their merchandise wholesale in bulk. The manager signs in for the candy and if there is any shortage after the sales are counted, he has to make up for it. The manager then takes his merchandise to the theatre and locks it in special rooms. There is everything in a theatre lobby but a cash register.

The intermissions are a regular feature on the movie theatre program, for that is when the most candy is sold. These intermissions are a contrived convenience to boost sales. Often the lights are still on when the newsreel or feature starts. The manager also knows from experience that during the showings of certain types of pictures he can do a better candy business. Most managers are eager for gangster pictures, slapstick comedies, musicals and horse-operas.

The motion picture studios do not share in the revenue taken in over the candy counters. It is controlled by the chain and independent theatre owners, and they have a giant business. It is conservatively estimated that they gross about three million dollars weekly.

A movie, carefully and expensively produced, is merely a come-on to most theatre managers to sell candy. Hollywood should get busy and do something about it!

Will Hays To Settle Remittances Dispute

Will H. Hays, former president of the Motion Picture Association of America, known more familiarly as the Hays Office then, will attempt to settle a dispute between eight major film companies involving $1,572,-138 in frozen funds released by France under the new USA-French Film Pact. The companies agreed to resolve the argument amicably and be governed by Hay's advice.

Two Cisco Kid Films Ready For Shooting

The third and fourth in the current Cisco Kid series, titled "Bold Bandido" and "The Daring Caballero," will go before the cameras shortly in Pioneertown, the location for all future films in the series. Philip Krasne, producer of the series, is committed to eight each year for the next three years for United Artists.

Kippee Valez will have the lead feminine role.

Ace Contest For 20th-Fox 'Peggy'

What promises to be a new high in exploitation contests was set under way in Toronto by 20th Century-Fox last week when Sam Glasier, head of publicity for Canada, announced the details of a competition which will eventually reward a married veteran attending the University of Toronto with a completely furnished apartment and other prizes. Used as a buildup for forthcoming engagements of 20th-Fox' "Apartment for Peggy," the contest ties in the University, local merchants and daily papers and radio station CJBC.

All married veterans at the University are eligible. To win they must submit an essay giving details of their military service; reasons for attending university and for taking that particular course; present living accomodation; plans on graduation; and the sacrifices attending school made necessary. Judges are the Dean and a professor at the University; C. W. Knowles, circulation manager of the Evening Telegram; Bob Kesten, station manager of CJBC; and R. A. Whitten, supervisor of Counselling and Training Services of the Dept. of Veterans' Affairs.

Entire campaign will be covered by the Telegram and Varsity, the University's official newspaper, as well as CJBC. A lobby display of the prizes will be featured by the Imperial Theatre and five large windows throughout the city will show the same type of furniture as that being donated.

Prizes consist of an attic apartment in Rosedale similar to the one depicted in the film, on which the rent will be paid for two months in advance; complete furnishings for the apartment, ranging from scatter rugs to an electric rangette, which become the property of the winner; and some $40 worth of groceries.

Elissa Landi Passes After Long Illness

The victim of a cancerous growth that a previous operation did not check, Elissa Landi, screen and stage star and novelist, passed away recently in hospital at Kingston, NY, in her 43rd year. At her bedside was her husband, Curtiss Kenny Thomas.

Born near Vienna in December of 1904, Miss Landi was said to be of royal Austrian-Hapsburg parentage, her mother being Countess Lanardi-Landi and her grandmother Empress Elizabeth of Austria-Hungary.

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BROADWAY'S DEVASTATING MUSICAL DELIGHT... BROUGHT JOYOUSLY TO THE SCREEN!

Screenplay by Harry Kurnitz and Frank Tashlin • Based on the Musical Play Music by Kurt Weill • Book by S. J. Perelman and Ogden Nash • Lyrics by Ogden Nash • Suggested by the novel, "The Tinted Venus" • Directed by WILLIAM A. SEITER
Produced by LESTER COWAN

THRILL to the lilting hit tune "SPEAK LOW" and other gay songs!

DATE IT NOW! *Empire - Universal Films Ltd.* PLAY IT NOW!

Previous Academy Award Winners Say—

"Miss Stanwyck Rates 1948's 'Best Actress' Award for 'Sorry, Wrong Number'!"

Stars who've won Academy "Oscars" Best Know Academy "Championship form."

Rare is this tribute by 3 Award Winners of the past 3 years as they acclaim Barbara Stanwyck's inspired, unforgettable performance in "SORRY, WRONG NUMBER" from the epic radio drama that has thrilled more than 40 million persons on repeated "command performance" broadcasts.

Bravo, Barbara! Says JOAN CRAWFORD!

"I've listened to 'SORRY, WRONG NUMBER' on the radio, I've read it as a novel. Now I've just seen it on the screen—and it's left me breathless. It's an electrifying experience and, in my opinion, Barbara Stanwyck's performance deserves a nomination for the Academy Award."

Should Get Oscar! Raves RAY MILLAND!

" 'SORRY, WRONG NUMBER' is without a doubt one of the best suspense dramas I've seen. Burt Lancaster gives a great performance and Barbara Stanwyck is magnificent. It won't surprise me if Barbara wins herself the Oscar!"

Give Her Award! Lauds LORETTA YOUNG!

"In her career, Barbara Stanwyck has given many performances of Academy Award calibre. In 'SORRY, WRONG NUMBER', however, as the terror-ridden Leona, she surpasses even herself."

Barbara Stanwyck · Burt Lancaster
in
"SORRY, WRONG NUMBER"
A Paramount Release with
ANN RICHARDS · WENDELL COREY · HAROLD VERMILYEA
Directed by
ANATOLE LITVAK · HAL WALLIS and ANATOLE LITVAK
Produced by
A HAL WALLIS Productions, Inc., Picture